



**Green Force One**



**Interim Presentation**

Alex Rybka

Sebastian Telgmann

**July 30<sup>th</sup>, 2010**

# Agenda

---

- Introduction and Value Offering
- Introduction of Team
- Competitive Environment, Differentiation, USP
- Market Potential and Target Customers
- Critical Success Factors
- Financing

# Green Force One (GFO) offers its customers turn-key solutions regarding energy efficiency matters

---

## Introduction and Value Offering

### ① Initial analysis

- analysis and information on energy weak spots
- from facility management to production processes
- from heating systems and insulation to electricity savings
- from leak detection to the formulation of energy concepts

### ② Consultancy

- detailed advice on possibility to reduce energy costs and thus help enhance competitiveness
- provide the latest relevant knowledge on state-of-the-art energy policies and legislation, both on governmental and international level

### ③ Funding

- leading our costumers through the entire application process
- from the initial contact to the funding provider until the completed follow up of the tender

### ④ Implementation

- based on a well established network of manufacturers and installers, we provide smooth implementation, as well as the best available price



Green Force One

# Our team members contribute with their professional expertise in relevant areas of the **GFO** business

---

## Introduction of the **Green Force One** Team



### Agnes Eva Vertesi

---

- environmental studies – earth sciences
- **project management**
- **renewable energy sources** (solar, wind and geothermal)
- EU project **experience with solar heated swimming pools**

### Alexander Rybka

---

- electrical engineer
- **renewable energy sources** (photovoltaic and wind)
- **project development**
- business

### Juan Leandro Del Viejo Dominguez

---

- **renewable energy technology**
- **tourism**
- online marketing
- **renewables energy sources**

### Sebastian Telgmann

---

- business engineer
- **project management**
- **energy policies**
- **energy efficiency** in production

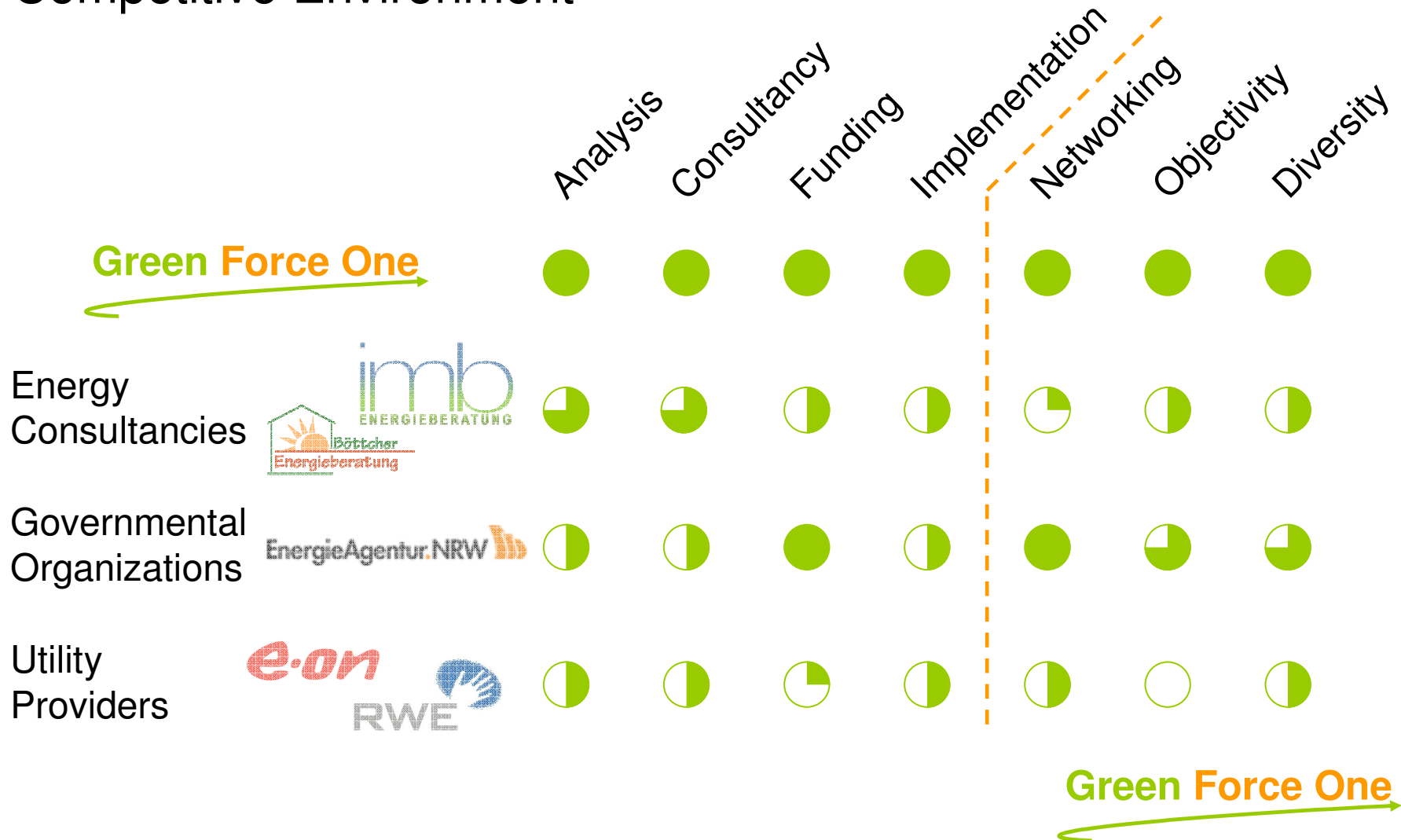
**Green Force One**



# GFO's turn-key solution is the additional value which makes up the unique selling proposition

---

## Competitive Environment



# Being a major issue of our century, energy efficiency offers a great market potential in public & private sectors

---

## Market Potential and Target Customer

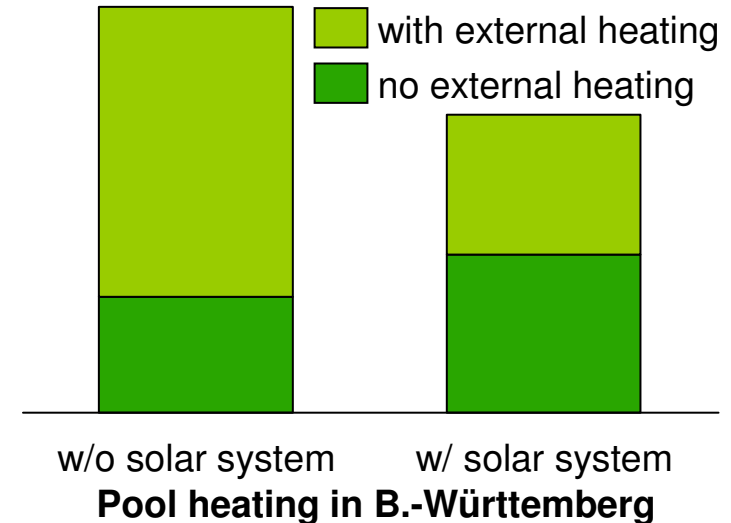
- **Green Force One** solutions are attractive to many industries

- ➔ **Private Sector:** Interest in having green image and reducing energy bill
- ➔ **Public Sector:** long-term financing deals possible and large installations present

- We focus on the Public Sector as a market entrance point, later we access the private industry with more modules as part of our solution package

- Case Study: Public Swimming Pools

- ➔ Contact municipalities and offer financially attractive solutions to replace/upgrade gas heated pools
- ➔ 80% of all 3200 open air public pools in Germany lack solar heating solutions
- ➔ Investment Costs for larger systems above 30,000€
- ➔ PPP funding from the EU and national bodies widely available (low interest loan by KfW in Germany)



**Green Force One**

# Focusing on critical success factors will enable GFO to expand business to international and x-industry levels

---

## Critical Success Factors

### Market Entry Strategy

- Take up of System by Local Municipalities
- Success in securing funding/loans from institutions such as KfW

### Business Expansion Strategy

- Further development of expertise in order of offering complete solutions to the hotel industry

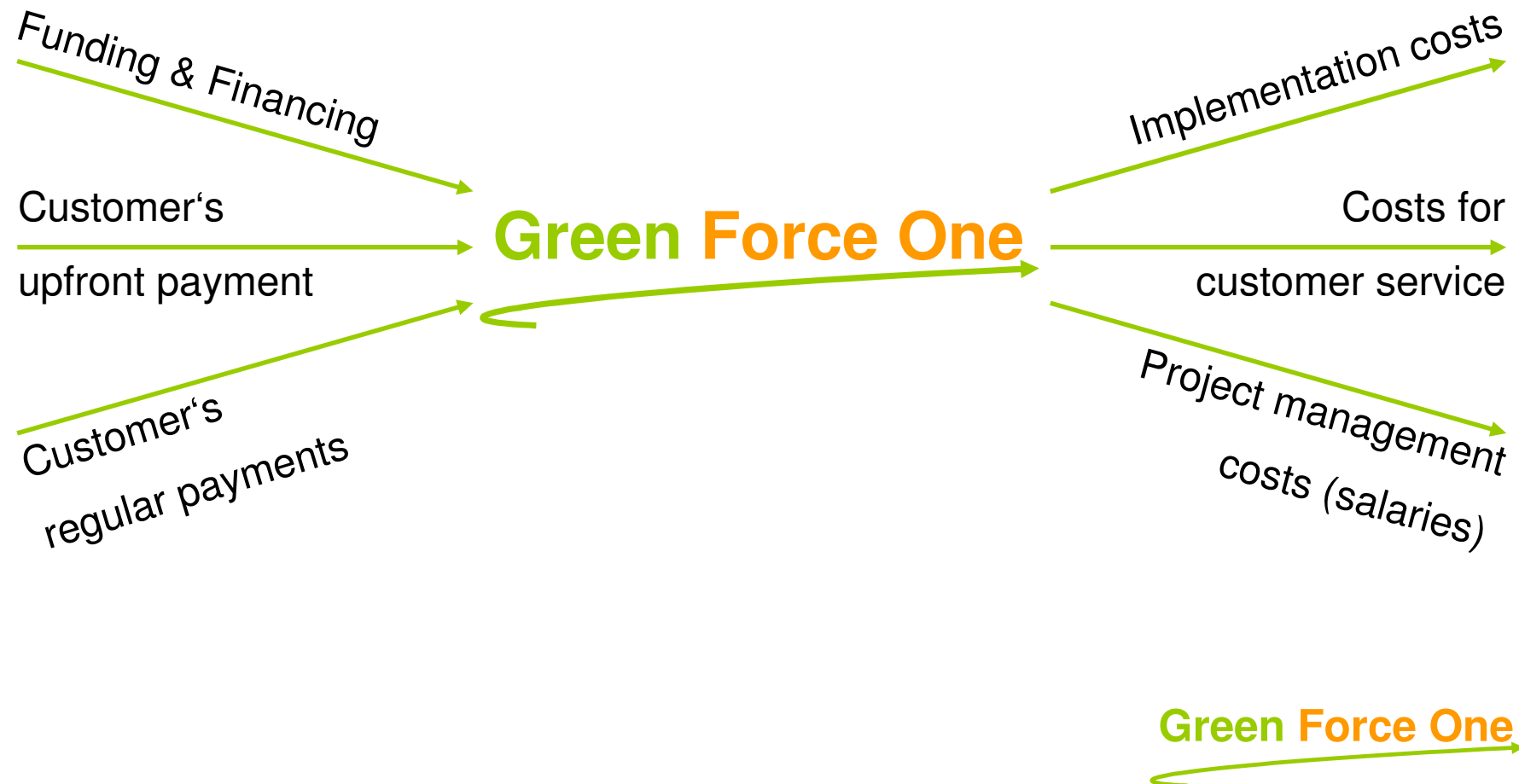
Green Force One



# The entire cash flow of the energy efficiency projects is managed by **GFO** as part of the turn-key solution

---

## Financing







**Green Force One**



**the cheapest joule of energy...**

**...is the one you never use**

**BACKUP**

# A detailed analysis of the initial situations shows the management team areas for improvement

---

## SWOT Analysis

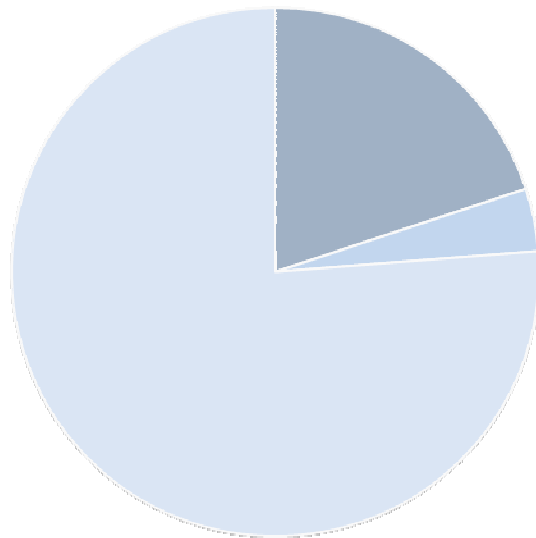
<div>+</div> <div>Strengths</div>	<ul style="list-style-type: none"><li>■ expertise in renewable energy</li><li>■ project management skills</li><li>■ experience in EU projects</li><li>■ integrity and customization of turn-key solutions</li></ul>	<div>■</div> <div>Weaknesses</div>	<ul style="list-style-type: none"><li>■ we have to keep ourselves updated with large amount of data from lots of various fields</li><li>■ outsourced assignments have to be controlled</li></ul>
<div>+</div> <div>Opportunities</div>	<ul style="list-style-type: none"><li>■ large potential market, the aim of the entry strategy is just a tiny section</li><li>■ improvement of renewable energy technology</li><li>■ apart from installation we can also extend the business to business and support</li></ul>	<div>■</div> <div>Threats</div>	<ul style="list-style-type: none"><li>■ strategy changes in EU or governmental funding</li><li>■ outsourcing can also turn into a business competition</li></ul>

Green Force One

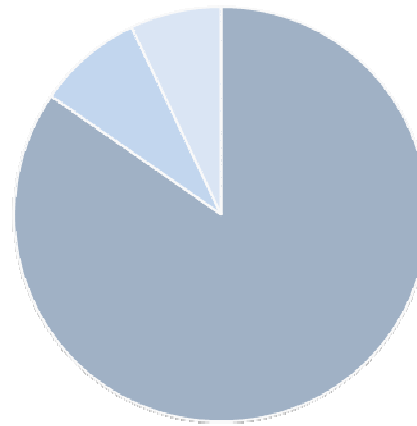


# Customer Cost Analysis: The Benefit of Solar Heating

---



**Total Annual Cost: 18.167 EUR**  
w/o solar heating



**Total Annual Cost: 9.948 EUR**  
w/ solar heating

- Annuitised Capital Costs
- Maintenance Costs (annualy)
- Fuel Costs for Gas and Electricity

## Assumptions:

- 1620m<sup>2</sup> pool surface area
- 900m<sup>2</sup> absorber area
- 15 year loan for installations at 6% annual interest
- default maintenance and operation costs

**Green Force One**